



# Today's Marietta



# Analysis of Marietta's History, Development, and Growth

# City Of Marietta History

- Railroad



# City Of Marietta History

- Courthouse





# City Of Marietta History

- Square



© Marietta Museum of History



# Marietta's Strengths and Weaknesses

# “Square In Transition”

- Strengths

- Sense of place
- location
- Lively Streetscape
- Redevelopment improves neighborhood quality

# “Square In Transition”

- Sense of Place
  - Historic Character
  - Destination
  - Human Scale
  - Green Spaces





# “Square In Transition”

- Location

- Proximity to I-75
- Multiuse trails connect to Kennesaw Battlefield park
- Part of Greater Metro Atlanta

# “Square In Transition”

- Lively Streetscape
  - Pedestrian friendly environment
  - Diverse Entertainment and Restaurants
  - Small town Character

# “Square In Transition”

- Redevelopment Improves Neighborhood Quality
  - Land Values Increase
  - Smaller investors take more pride in ownership
  - Attracts Higher Profile Business

# “Square in Transition”

- Weaknesses

- Infrastructure failures
- Lack of retail variety
- Lack of affordable workforce housings
- Transportation



# “Square in Transition”

- Infrastructure failures
  - Above Ground Utilities
  - Outdated Sewer and Storm Water
  - Street Congestion
  - Coordination of Utility Companies

# “Square In Transition”

- Lack of Retail Variety
  - Clothing Appeals to younger markets
  - Higher Quality Restaurants and stores

# “Square In Transition”

- Affordable Workforce Housing
  - \$150,000 - \$200,000
  - Inflexible Residential Zoning

# “Square In Transition”

- Transportation
  - Lack of public transit
  - Connections between neighborhoods and downtown activities



# Infrastructure

- Street Use
- Existing Pedestrian Areas
- Existing Parking



# City Of Marietta Planning

- Zoning
  - Central Business District
  - Community Retail Commercial
  - Single Family Residential
  - Mixed use Development
  - Office Institutional
  - Planned Residential Development
  - Office high rise





# City Of Marietta Planning

- Developments
  - Johnny Walker Homes
  - Clay Homes
  - Marietta Mill Lofts





# Marietta's External Environment



# Economic and Political Issues

- T.A.D. - “Tax Allocation District”
  - Public Purpose Money
  - Benefits Neighborhoods
- Commercial Ventures by Private Developers
- Marietta Redevelopment Corporation
  - Manget Redevelopment





# Marietta's Vision 2006

# Marietta Vision 2006

- Livable City
- Dynamic Business Center
- Destination
- Live, Learn, Work, Play
- Hub of Activity
- Community

# Recommendations

- Diverse Entertainment and Shopping
- Gateways to designate destination spots
- Flexible Residential Zoning
- Convenient and flexible Transportation Options
- Enhanced transportation links between activity centers and neighborhoods



## MARIETTA REDEVELOPMENT



OFFICE SPACE  
 RETAIL SPACE  
 RESIDENTIAL SPACE  
 ENTERTAINMENT SPACE  
 CIVIC SPACE  
 MIXED USED SPACE  
 SURFACE PARKING  
 PARKING STRUCTURE

### ZONING LEGEND



### STRENGTHS

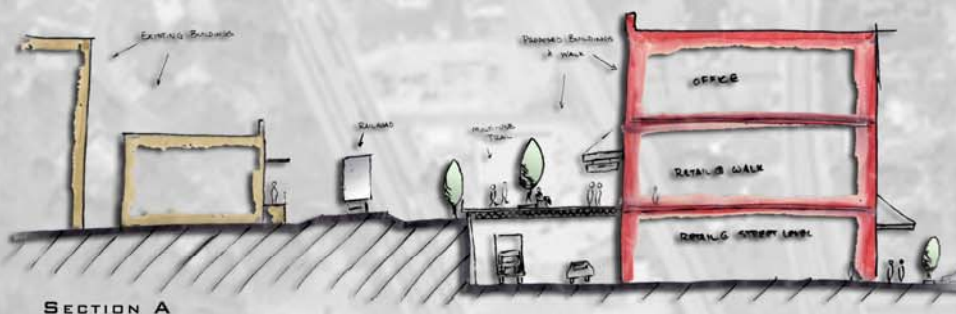
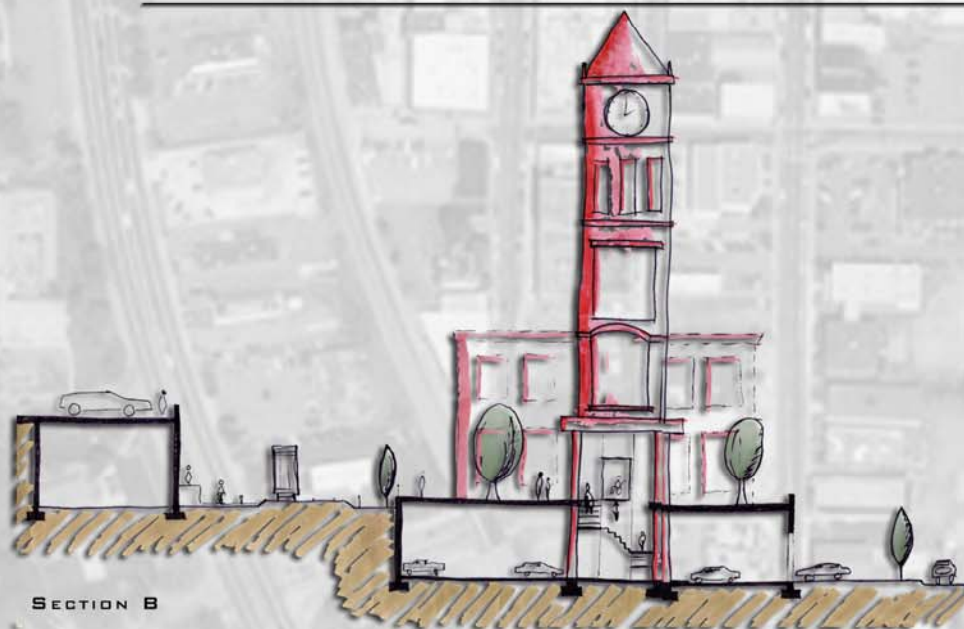
HISTORIC CHARACTER  
 LOCATION  
 WALKING DISTRICT  
 DESTINATION SPOT  
 SMALL TOWN FEEL

### WEAKNESSES

LACK OF RETAIL VARIETY  
 IDENTIFIER TO HISTORIC CENTER  
 EVENING ENTERTAINMENT OPTIONS  
 CONNECTIONS BETWEEN NEIGHBORHOODS AND ACTIVITY CENTERS



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- PARKING STRUCTURE